Post-2023 Pool Ballot Community Open-Link Survey

Open from February 15 – 26, 2024

- 1,537 total responses received.
 - 1,457 = people who live in Kirkland
 - 80 = other community members

For comparison, the 2023 ballot exploration open-link survey was open for 18 days and received 1,207 responses from people who live in Kirkland.

The survey was promoted via press release, City website, social media, direct outreach to neighborhoods, three newsletters including This Week in Kirkland, Parks Ballot Update, and Recreation Guide, and flyers at both Kirkland community centers.

Open-link survey results are compared to results from the representative sample survey throughout this document. View representative sample survey: www.kirklandwa.gov/parksballot.

Results

All results in this report focus on responses from people who live in Kirkland.

Question 2: Have you heard, read, or seen anything about proposals for new indoor swimming pools, parks, and recreation facilities in Kirkland?

Answer Choices	Responses	
Yes	87.78%	1,200
No	12.22%	167
	Answered	1,367
	Skipped	90

The "yes" response rate to this question was higher than the representative sample survey, which is to be expected since respondents are self-selecting to participate in the survey.

Question 3: If yes, what have you heard, read, or seen?

- Answered 1,016
- Skipped 441

Answers ranged from short responses indicating that respondents heard about the proposal from the City's website, social media, flyers, signs, and word of mouth to longer responses with commentary.

Question 4: The next couple of questions are about a measure that was on the November 2023 ballot. **Did you vote in the November 2023 election?**

Answer Choices	Res	sponses
Yes	82.80%	1,117
No	13.42%	181
I don't remember	3.78%	51
	Answered	1,349
	Skipped	108

Question 5: As you may know, there was a measure on the November 2023 ballot about funding to expand indoor swimming pools, parks and recreation facilities and programs in Kirkland. It was called Proposition 1 and it would have built an 86,000 square foot aquatic and recreation center on the former Houghton Park and Ride property, funded the operations of the aquatic and recreation center, and made additional park enhancements such as new year-round restrooms, sport courts, and trail networks in the city. Proposition 1 proposed funding these investments with a permanent levy lid lift of 28 cents per thousand dollars of assessed value, costing the average homeowner of a \$1 million dollar home in Kirkland about \$280/year.

From what you remember, did you vote yes to approve or no to reject the measure, or did you not vote on it either way? (Only shown to Question 4 = Yes respondents, n=1,117)

Answer Choices	Responses	5
Yes to approve	34.21%	366
No to reject	60.93%	652
Did not vote on measure	0.65%	7
Don't remember	1.40%	15
Did not vote at all	0.28%	3
Prefer not to respond	2.52%	27
	Answered	1,070
	Skipped	47

Question 6: Regardless of whether or how you voted, what are the best reasons to support this measure? (Only shown to Question 4 = Yes respondents, n=1,117)

Answered 935; Skipped 182

Word cloud generated from responses to this question:

love youth build park improvements learn swim affordable place give expensive idea think make residents add opportunities existing also property taxes taxes summer provide services need pools swimming facility S classes activities cost nice lack recreation improvement kids new pool swim lessons trails support including great available good important city support measure None one need will community children pool limited Kirkland Kirkland needs facilities reasons support measure use offer parks people area go access lot swim good community families pay indoor pool location aquatic center funding year round expanding options Improve public current want public pool benefit access swimming lessons space ages new etc swimming pool closer increase restrooms especially many Kirkland residents city Kirkland exercise water community center private aquatics facilities resources

Question 7: And again, regardless of whether or how you voted, what are the best reasons to oppose this measure? (Only shown to Question 4 = Yes respondents, n=1,117)

Answered 980; Skipped 137

Word cloud generated from responses to this question:

tax increase put one swim Way way expensive Want spent public expense Will costly add home Kirkland residents homeowners benefit property tax increase access pay taxes go far make increase property taxes measure limited better things also price property taxes center much big people use facility build increase location use pool use see Kirkland new taxes levy need area pool forever tax cost None expensive additional funding enough city even facility membership pay etc high services community large money permanent tax residents time parks vote already taxes already high many another aquatic center afford increased taxes much money proposal permanent seemed maintain project existing s high cost families construction think improving support Juanita plan years proposed swimming pool lot included

The next three questions were shown to respondents who indicated that they did not vote in the November 2023 election.

Question 8: As you may know, there was a measure on the November 2023 ballot about funding to expand indoor swimming pools, parks and recreation facilities and programs in Kirkland. It was called Proposition 1 and it would have built an 86,000 square foot aquatic and recreation center on the former Houghton Park and Ride property, funded the operations of the aquatic and recreation center, and made additional park enhancements such as new year-round restrooms, sport courts, and trail networks in the city. Proposition 1 proposed funding these investments with a permanent levy lid lift of 28 cents per thousand dollars of assessed value, costing the average homeowner of a \$1 million dollar home in Kirkland about \$280/year.

If you had been able to vote in the November 2023 election, would you have voted yes to approve or no to reject the measure? (Only shown to Question 4 = No respondents, n=181)

Answer Choices	Responses	
Yes to approve	43.02%	77
No to reject	34.64%	62
Did not vote on measure	4.47%	8
Don't remember	3.35%	6
Did not vote at all	12.85%	23
Prefer not to respond	1.68%	3
	Answered	179
	Skipped	2

Question 9: Regardless of whether or how you voted, what are the best reasons to support this measure? (Only shown to Question 4 = No respondents, n=181)

Answered 117; Skipped 64

Word cloud generated from responses to this question:

safe Access year round aquatic place people opportunities ages need indoor open indoor pool available children None activities Another family adding swimming pools local residents members access people kids indoor good place swim Kirkland benefit pools

community water swimming year round need center facilities think parks growing recreation larger public year-round tax go places nice great lack want support learn swim Kirkland needs swimming lessons needs indoor pool option love

Question 10: And again, regardless of whether or how you voted, **what are the best reasons to oppose this measure?** (Only shown to Question 4 = No respondents, n=181)

Answered 126; Skipped 55

Word cloud generated from responses to this question:

Tax increase Increased property taxes swim permanent tax values cost homeowners per already high facility feel parks understand project go levy seem Kirkland property tax pay homeowners need use facility use good pool center Cost increase taxes tax None people will already Kirkland needs home want money big funded access location sure expensive forever taxes high aquatic center t per year increased building

Question 11: As you may know, the measure on the November 2023 ballot did not pass. The City Council has heard from a variety of community members about their feelings on the measure. To better understand and balance the priorities of our community, the City is seeking more feedback about the measure and how it was presented to the community. Please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

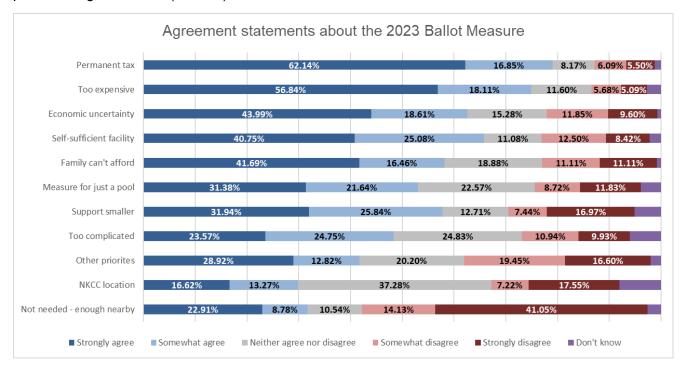
- The proposed measure was too expensive.
- The proposed measure was too complicated.
- I did not like that the measure would have created a permanent property tax.
- There are other priorities that Kirkland needs to address before expanding our parks, recreation, and aquatics facilities.
- Kirkland currently has enough pools and aquatic centers nearby and we do not need to build one with public dollars.
- The aquatic and recreation center should have been self sufficient. User fees and entrance fees should have paid the full price of running the facility instead of having city taxpayer money subsidize operations.
- The aquatic and recreation center should have been placed at the North Kirkland Community Center Park on NE 124th and 100th Ave NE.
- The measure should have had only the new indoor aquatic and recreation center and should not have included other parks investments.
- My family can't afford any more property tax increases right now.
- With so much uncertainty in the economy, now is not the time to raise property taxes.
- I would support a new, smaller measure for an indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming that costs much less than the previous proposal.

Question 11 continued:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Weighted Average
Permanent tax	62.14%	16.85%	8.17%	6.09%	5.50%	1.25%	4.20
Too expensive	56.84%	18.11%	11.60%	5.68%	5.09%	2.67%	4.08
Economic uncertainty	43.99%	18.61%	15.28%	11.85%	9.60%	0.67%	3.74
Self-sufficient facility	40.75%	25.08%	11.08%	12.50%	8.42%	2.17%	3.71
Family can't afford	41.69%	16.46%	18.88%	11.11%	11.11%	0.75%	3.64
Measure for just a pool	31.38%	21.64%	22.57%	8.72%	11.83%	3.86%	3.40
Support smaller	31.94%	25.84%	12.71%	7.44%	16.97%	5.10%	3.33
Too complicated	23.57%	24.75%	24.83%	10.94%	9.93%	5.98%	3.23
Other priorities	28.92%	12.82%	20.20%	19.45%	16.60%	2.01%	3.12
NKCC location	16.62%	13.27%	37.28%	7.22%	17.55%	8.06%	2.80
Not needed	22.91%	8.78%	10.54%	14.13%	41.05%	2.59%	2.51
Answered Skipped	1,205 252						

Like the representative sample survey, the top five most-agreed-with statements centered around property taxes and the cost of the past measure.

A notable difference was the fact that support for a new, smaller measure was slightly higher at 57% total agreement (vs 55%) and total agreement that the measure should have just been a pool was higher at 53% (vs 45%).



Question 12: Do you have any additional comments to share with the City about why you voted or would have voted the way you indicated?

Answered 581Skipped 876

Word cloud generated from responses to this question:

ask provide community center free increase increase taxes money indoor pool way North Kirkland keep programs benefit priority Will stop Please even smaller voted yes location focus already place much enough also consider make issue aquatic center swim lessons measure give support see pay don't vote high Want something funding put community fees facility lot need Kirkland residents pool include city expensive Kirkland public cost kids parks come people's build large think really one rather use center taxes things better work proposal swim going afford residents space property taxes take families means seems neighborhood great know time ballot measure project use facilities area Kirkland need many new options help plan us

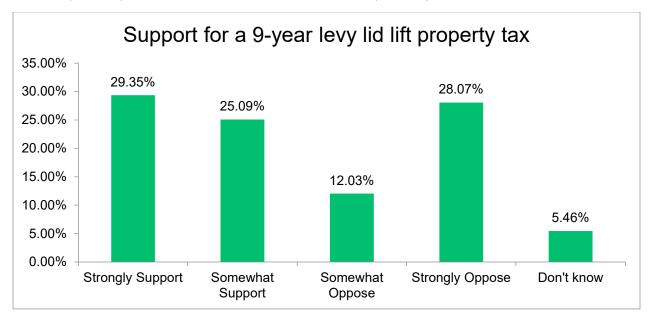
Potential Future Measure Comparisons

Next, the survey introduced two potential options to fund a community pool for a future ballot measure. They would fund construction of a smaller community pool with annual property tax payments significantly lower than last November's measure.

Question 13: Assume the proposal is for the construction of an approximately 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, using a 9 year levy lid lift property tax measure which would cost the average homeowner in Kirkland 15 cents per thousand of assessed value, which is about \$150 each year. The property tax would expire after 9 years. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?

Answer Choices	Respons	es
Strongly Support	29.35%	344
Somewhat Support	25.09%	294
Somewhat Oppose	12.03%	141
Strongly Oppose	28.07%	329
Don't know	5.46%	64
	Answered	1172
	Skipped	285

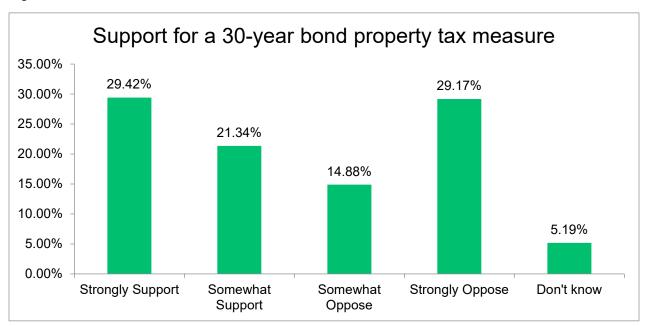
The support for a 9-year levy lid lift was slightly higher than the representative sample at 54.44% (vs 53%), while opposition was lower at 40.1% (vs 47%) with 5.46% undecided.



Question 14: Now, assume the proposal is for the construction of an approximately 40,000 square foot indoor community pool with both a family recreation pool and a lap pool for swim lessons, swim and diving meets, and lap swimming, using a 30 year bond property tax measure which would cost the average homeowner in Kirkland 6.6 cents per thousand of assessed value, which is about \$66 each year. The property tax would expire after 30 years. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal?

Respons	ses
29.42%	346
21.34%	251
14.88%	175
29.17%	343
5.19%	61
Answered	1,176
Skipped	281
	21.34% 14.88% 29.17% 5.19% Answered

Answers to this question differed from the representative sample with only 50.76% in support of the 30-year bond tax (vs 56%), while opposition was the same at 44% and undecided was higher at 5%.



Questions 15-20 were centered around location for a potential indoor pool.

Question 15: The City already owns two possible locations for the community pool. The first is the former Houghton Park & Ride at NE 70th PL and I-405 in south central Kirkland. The second is at North Kirkland Community Center Park on NE 124th St near 100th Ave NE. **Of these two locations, do you prefer one location over the other?**

Answer Choices	Responses	
Yes, I prefer one location	61.70%	725
No, I do not prefer one location	32.09%	377
Don't know	6.21%	73
	Answered	1,175
	Skipped	282

Location preferences were slightly stronger than the representative sample, with 61.7% preferring one location versus 60% in the representative sample.

Question 16: Which location do you prefer? (Only shown to Question 15 = "Yes" respondents, n=725, however due to being able to navigate backwards through survey pages, 5 respondents without a preference did select a choice for this question.)

Answer Choices	Responses	
former Houghton Park & Ride site	42.33%	309
North Kirkland Community Center	57.67%	421
	Answered	730
	Skipped	0

The preference for the North Kirkland Community Center location was stronger in the representative sample survey at 62%.

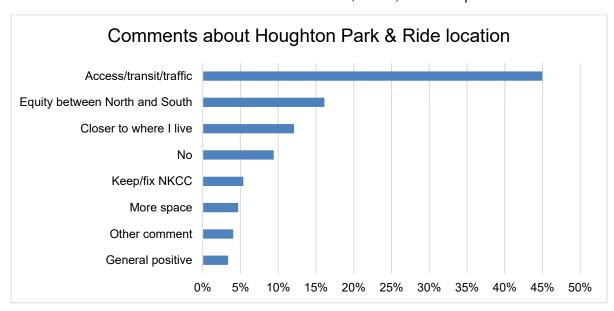
Question 17: And which of the following best matches how you feel about the community pool being built at the Houghton Park & Ride location? Do you feel that... (Only shown to Question 16 = former Houghton Park & Ride site, n=309.)

Answer Choices	Responses	
Building it there is essential to my support	31.15%	95
Prefer this location, but could live with other location	50.82%	155
Support either location	9.51%	29
Don't know	8.52%	26
	Answered	305
	Skipped	4

Question 18 Is there anything else you want to share about your location preference and why you prefer that location? (optional) (Only shown to Question 16 = former Houghton Park & Ride site, n=309.)

Answered 149Skipped 160

The responses to this question were evaluated and coded with 45% choosing the Houghton Park and Ride location for reasons related to access, traffic, and transportation.



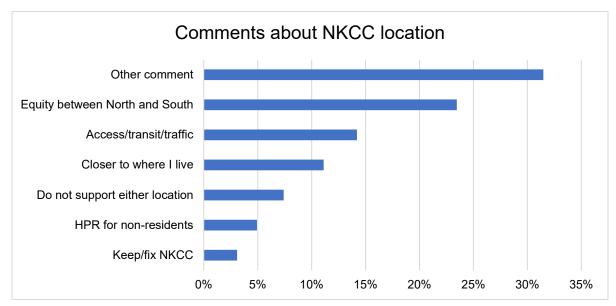
Question 19: And which of the following best matches how you feel about the community pool being built at the North Kirkland Community Center Park? Do you feel that... (Only shown to Question 16 = North Kirkland Community Center, n=421.)

Answer Choices	Respor	nses
Building it there is essential to my support	36.74%	151
Prefer this location, but could live with other location	44.04%	181
Support either location	8.52%	35
Don't know	10.71%	44
	Answered	411
	Skipped	10

Question 20: Is there anything else you want to share about your location preference and why you prefer that location? (optional) (Only shown to Question 16 = North Kirkland Community Center, n=421.)

Answered 162Skipped 259

The responses to this question were evaluated and coded with 23% of comments mentioning choosing this location for equity between northern and southern areas of the city.



Question 21: Please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements.

- Any new community pool should be accessible to all income levels and include free programs, discounted entrance fees, and scholarships.
- With thousands of families on waiting list for swimming lessons, the City needs to build a community swimming pool so that every child can learn to swim.
- Building an indoor community pool should be a priority of the City to meet the water recreation and exercise needs of community members of all ages and abilities.
- I would prefer to fund general park improvements over adding a new community pool.
- I would not support a tax measure to fund a new indoor community pool.

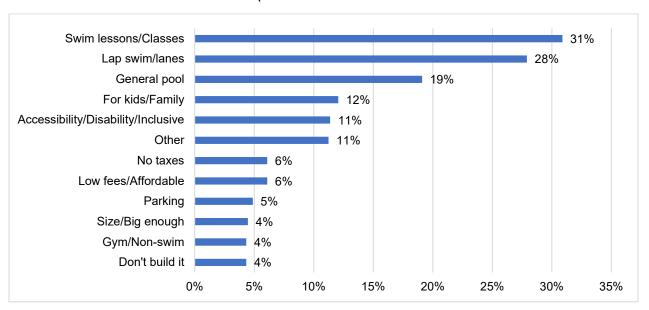
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Weighted Average
Accessible to all income levels	50.73%	21.43%	12.96%	4.67%	8.47%	1.73%	3.96
Every child learns to swim	38.83%	19.33%	12.94%	7.42%	20.10%	1.38%	3.45
Needed for water recreation and exercise	32.50%	21.09%	13.14%	8.64%	23.85%	.78%	3.27
Prefer general park improvements instead	17.82%	15.66%	24.48%	19.72%	19.29%	3.03%	2.84
Do not support tax measure for pool	29.92%	9.63%	12.21%	15.22%	29.58%	3.44%	2.85
Answered	1,169						
Skipped	288						

These statements showed slightly higher support for a new indoor community pool in comparison to the representative sample, with 58% (vs 55%) agreeing that there is a need based on swim waiting lists.

Question 22: If a new indoor community pool was built in Kirkland in the future, what would be the most important features or amenities for it to include?

Answered 738Skipped 719

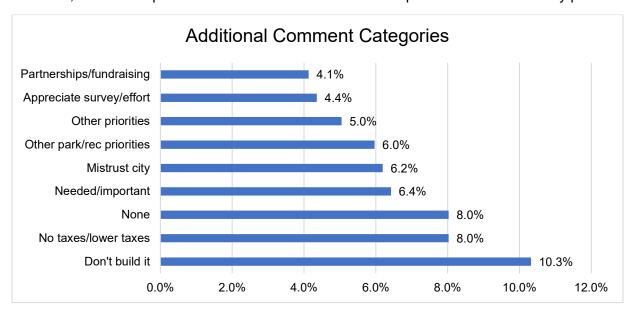
The responses to this question were coded using the same categories as the representative sample survey. Up to three categories were recorded per response, however some responses included more than three features and amenities. The top feature mentioned by 31% of all respondents was "swim lessons and/or classes" followed closely by "lap swim and/or lap lanes" which was mentioned in 28% of all respondents.



Question 23: Do you have any additional comments to share with the City related to the topics in this survey?

Answered 436Skipped 1,021

The responses to this question were evaluated and coded to group similar response topics. The responses to this question skewed slightly negative with 10% of comments clustered around the theme of "don't build it" and 8% of comments clustered around "no taxes or lower taxes". However, 6.4% of responses focused on the need for and importance of a community pool.



Demographics

Are you a registered voter?

Answer Choices	Responses	5
Yes	95.08%	1,101
No	3.54%	41
Prefer not to respond	1.38%	16
	Answered	1,158
	Skipped	299

What neighborhood do you live in?

				Comparison between percent
			2021	of population and
Answer Choices	Survey Re	sponses	Population	responses
Central Houghton	6.83%	77	4.64%	2.19%
Everest	2.57%	29	1.51%	1.06%
Evergreen Hill	5.86%	66	15.02%	-9.16%
Finn Hill	20.67%	233	17.99%	2.68%
Highlands	6.92%	78	2.96%	3.96%
Juanita	17.57%	198	20.84%	-3.27%
Lakeview	1.69%	19	3.47%	-1.78%
Market	4.70%	53	2.06%	2.64%
Moss Bay	4.88%	55	6.26%	-1.38%
Norkirk	8.70%	98	4.60%	4.10%
North Rose Hill	7.19%	81	9.61%	-2.42%
South Rose Hill/Bridle Trails	8.96%	101	6.95%	2.01%
Totem Lake	2.22%	25	4.08%	-1.86%
Don't know	0.09%	1		
Prefer not to respond	1.15%	13		
	Answered	1,127		
	Skipped	330		

The Evergreen Hill (Kingsgate) neighborhood was significantly under-represented, while the Highlands and Norkirk neighborhoods were over-represented when compared with 2021 population by neighborhood estimates.

Age, Gender, and Ethnicity/Race

Demographic Va	ariable	Census Data	Open Survey Results
Gender (self-	Female/Woman	50%	40.01%
identified)	Male/Man	50%	19.56%
	Non-binary	-	0.34%
	Didn't answer	-	40.08%
Age	18-29	19%	1.78%
	30-39	23%	14.55%
	40-49	18%	22.37%
	50-64	23%	19.22%
	65+	18%	15.03%
	Didn't answer	-	26.90%
Ethnicity/Race	Hispanic/Latino	6%	3.85%
	White	69%	50.72%
	Black	1%	0.27%
	Asian/Pacific Islander	18%	7.28%
	Biracial/Multi/Other	5%	2.68%
	Didn't answer	-	38.64%

Do you have any children under 18 living in your household?

Answer Choices	Responses	
Yes	47.53%	549
No	44.76%	517
Prefer not to respond	7.71%	89
	Answered	1,155
	Skipped	302

Do you have any children under the age 12?

Answer Choices	Responses	
Yes	37.90%	437
No	54.03%	623
Prefer not to respond	8.07%	93
	Answered	1,153
	Skipped	304

Are there any seniors aged 65 or older living in your home?

Answer Choices	Responses	
Yes	25.65%	296
No	66.12%	763
Prefer not to respond	8.23%	95
	Answered	1,154
	Skipped	303

Do you currently own the home or apartment where you live, do you rent, or do you have a different housing situation?

Answer Choices	Responses	
Own/buying	87.68%	1,011
Rent/lease	7.46%	86
Different housing situation	0.61%	7
Prefer not to respond	4.25%	49
	Answered	1,153
	Skipped	304

What is the highest level of education you completed in school?

Answer Choices	Responses	
Some grade school	0.26%	3
Some high school	0.17%	2
Graduated high school	0.96%	11
Technical or Vocational school	1.22%	14
Some college or Less than 4-year degree	6.52%	75
Graduated college or 4-year degree	39.10%	450
Graduate or Professional Degree	45.96%	529
Prefer not to respond	5.82%	67
	Answered	1,151
	Skipped	306